



Southwestern Michigan College Board Policy – Staff Personnel – Standards and Conditions of Employment – General – Publicity and Public Relations

Last Reviewed	Last Updated	Effective Date
12/08/2009		

DIVISION II – STAFF PERSONNEL

II.5 STANDARDS AND CONDITIONS OF EMPLOYMENT - GENERAL

II.5.2 Publicity and Public Relations

- A. All College personnel should constantly work for and toward better community understanding and cooperation in promoting the aims and objectives of Southwestern Michigan College. In pursuit of this objective the following guidelines shall apply:
1. The President of the College shall be the official spokesperson for the College in all administrative and instructional matters.
 2. The Chairman of the Board of Trustees shall be the spokesperson on matters relating to responsibilities of the Board.
 3. When representing the College, all employee speaking engagements not included as part of the College's Speakers Bureau, and news releases shall be cleared with the President (or their designee) in advance.
 4. The Board Chairman shall develop procedures for the implementation of this policy.